Money Smart Week --
Increasing Your Programming Visibility
Welcome

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Cooperative Extension Money Smart Chair

Consumer Economics Educator
University of Illinois Extension
Working Together as Partners  
(Federal, State, & Local)
Personal Finance

Welcome
This is where you can find research-based information from America's land-grant universities enabled by extenstion.org

Personal Finance Webinars
Join us for free webinars featuring experts in personal finance. During our upcoming live webinars, you can interact with presenters and pose your own...>Read More
The Federal Reserve Bank of Chicago began partnering with the USDA in 2011 as part of the expansion of Money Smart Week®. The National Institute of Food and Agriculture (NIFA) is an agency within the US. Department of Agriculture (USDA), part of the executive branch of the Federal Government.
Money Smart Week 2016

USDA Cooperative Extension National Partnership

Alejo Torres
Senior Outreach Program Manager
Federal Reserve Bank of Chicago
Federal Reserve System
What is Money Smart Week?

Public Awareness Campaign
  • Highlights resources and information that helps consumers better manage their personal finances.

Community Building
  • Involves businesses, financial institutions, schools, libraries, not-for-profits, government agencies, media.

Education
  • Offers free educational seminars/activities throughout the week.

Inclusive
  • Covers all facets of personal finance from establishing a budget to first time home buying to estate planning as well as reaches all demographics and income levels.

Outreach
  • Provides partners opportunity to be visible in the media and community working with a wide variety of organizations.
Money Smart Week National

EVENTS: 4,855
PARTNERS: 4,681
PARTICIPANTS: 184,532
STATES: 50
LeadCon Videos & Materials – MoneySmartWeekPartners.org
Money Smart Week Structure

Individual Partner

State Partner

Chicago Fed

Fed System

National Partner

Sister Campaigns
National Partnerships

ALA: 900+ Libraries; 2,246 events; 46% of all event venues

CFP Board: National engagement among planners; media support

CFPB: National engagement among constituents; library partnership announcement

FPA: National engagement among planners, media support

USDA: National engagement among universities; provided educators/materials to nearly 300 events.
Champion Roles & Responsibilities

- Engage membership participation
  - Webinars
  - Conference presence
  - Provide best practices
  - Regulate and measure
- Promote
  - National media relations
  - Social media engagement with all audiences
  - Among partnering organizations
  - Circulate MSW materials at community events
- Provide oversight
  - Institutionalize MSW
  - Assign an internal “Champion”
moneysmartweekpartners.org
Partner Sign Up

Partner Registration

1. Read the guidelines on becoming a MSW partner.
2. Click the 'register' button.
3. Fill out the online profile. Please note that certain fields are required. At the end you will be asked to agree to the MSW guidelines before continuing.
4. Click 'register' to complete the process.
5. You will be redirected to the main login page. You should receive an email with a temporary password shortly. You have 48 hours to login with this password and create a permanent password. If you do not create a permanent password within 48 hours do not register again; click the forgot password link to receive a new temporary password.
6. Once you have successfully changed your password you can manage your profile and create events.
7. Ready to Register? CLICK HERE!
moneysmartweek.org

About Money Smart Week

Created by the Federal Reserve Bank of Chicago in 2002, Money Smart Week® is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of hundreds of organizations across the country. Programming is offered to all demographics and income levels and covers all facets of personal finance. Partnering Organizations will host their events for next year April 23 - 30, 2016.
Additional Resources

• Partner Kit/Chair Kit
• Annual Report
• Media Kit
• Best Practices Blog
• Social Media
• National Contests
• National Press
Webinar/Video Series

**Live Webinars**
- Leveraging Social Media (guest presenter) – February
- Traditional Media Relations (guest presenter) – March
- Presenter Orientation – April

**Videos**
- New Partner Orientation
- How to Conduct a MSKid Essay Contest
- GeoCache for College Cash Orientation
- LeadCon Videos
- How to Host a Great Event
- Database Step by Step Guide
- National Scavenger Hunt Orientation – March
Social Media

38,461
Social/Digital

- More traditional advertising
- More original content
- Incorporate and enhance twitter following
- Inventory Content for public
- Experiment with Periscope
- Launch Webinars from the Fed
Scavenger Hunt

- Photo based contest
- App is free
- Will run April 4 – 30
- Prizes include
  - $500 gift card (1)
  - $100 gift cards (3)
GeoCache for College Cash

Engage 18-24 year-olds with an interactive, fun event specifically designed for college campuses and smart phone technology.

What is This GeoCache for College Cash?

The Federal Reserve Bank of Chicago is offering Money Smart Week (MSW) teams a great opportunity to reach college students for 2016. GeoCache for College Cash is a contest, which is set up as a hosted MSW event on campus. It's based on the outdoor geocache concept- participants play a scavenger-hunt game. and instead of taking objects, they leave proof they saw them.

Why Should I Offer a GeoCache Contest?
GeoCache College Poster Contest

- Will run April 4th-30th
- Coordinated through planning teams
- 7 posters; 7 topics
- Posters are free (up to 500 sets)
- Contest database management provided
- Survey will be sent out for chairs/partners/school contacts to fill out by March 1, 2016
- Local promo and sponsorships are responsibility of local planning teams
Print Materials Sponsored by CFPB – 1 Million total pieces
Free Publications for Libraries

Order free financial education materials you can share with patrons or use in your presentations.

All materials are free from the CFPB and other government agencies.

Order up to 1,000 free copies of each publication. If you need larger quantities, contact orders-pueblo@gsa.gov.

Featured | Promote | Budgeting | Borrowing | Protect Yourself | Save and Invest

Select quantities and complete order form below. See more of our financial education resources.

Featured

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<thead>
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## Budgeting

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## Borrowing

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<td>Préstamos con título de propiedad de un carro</td>
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<td>How to Find the Best Credit Card for You</td>
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<td>Cómo encontrar la mejor tarjeta de crédito para usted</td>
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<td>How to fix mistakes in your credit card bill</td>
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<td>Payday Loans and Cash Advances: What to do</td>
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<td>Préstamos de día de pago y anticipos de dinero: Qué hacer</td>
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<td>Should I refinance?</td>
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Still in development

- Media Kit
- Social Media Packet
- Calendar of Events
- Kickoff Event
- National Scavenger Hunt
- Webinar Series/Broadcast from Fed
Incorporating Nutrition into MSW

• Cutting Your Food Costs
• Using Your Slow Cooker
• How to Create More Meatless Meals
• Cooking for 1 or 2
• Cooking with What’s on Hand
• Preserving Your Food: Canning and Freezing

Jenna Smith, MPH, RD
University of Illinois Extension Nutrition and Wellness Educator
How I approached Money Smart Week

This is what you do all year.

◦ Try to schedule more programs during MSW
◦ Approach partners you work with all year
◦ When groups request programs, suggest doing it during MSW

Benefits

◦ Get more media buzz => Greater attendance
◦ Build Extension’s reputation as a provider of financial education
Working with Libraries

A perfect match
- In the business of providing unbiased information
- Libraries are wary of financial salespeople

Barriers
- Not all libraries focus on educational programming.
- It takes time for a library to build a following.

Let word of mouth work for you.
- Librarians and library program coordinators talk to each other.
- Send periodic emails about new program topics.
- Ask them for input on new topics.
Make it easy – for you and for them

Reach out to a library you’ve already worked with.

Tell them which of your programs gets the best attendance.

Offer to enter the programs in the MSW calendar.

Use 1 program to build audiences for others
  ◦ Distribute a list of your MSW programs
  ◦ With library permission, collect email addresses; send notices of upcoming programs

Time management
  ◦ Block off that week; do nothing but MSW programs.
  ◦ Block off time the week before for prep.
  ◦ Have a master list of all your MSW program info
Join the Money Smart Week Cooperative Extension List Serve

msw@lyris.nifa.usda.gov

To join, email Sylvia Montgomery at SMONTGOMERY@nifa.usda.gov
Questions?

Next Steps?